Amend the claims as follows:

1. (Once amended) A system for measuring user interaction with a defined space on a network site of a network, the system comprising:

at least one server in communication with the network, the server hosting one or more network sites where each network site includes a display area having one or more defined spaces, each defined space having a predetermined area on the display area of the network site; and

at least one user computer in communication with the network, the user computer including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, and the user computer selectively recording interaction data relative to cursor placement and time relative to movement on a specific defined space on the display area of the interacted network site and transmitting the interaction data to the server hosting the defined space.

7. (Once amended) A method for measuring user interaction with a defined space on a network site hosted by a server on a network, each network site including a display area that has one or more defined spaces where each defined space has a predetermined area on the display area, the network further having at least one user computer in communication therewith including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, the method comprising the steps of:

interacting with a network site through the browser on the user computer;

selectively recording interaction data on the user computer relative to cursor placement and time relative to movement on a specific defined space on the display area of the interacted network site; and

transmitting the interaction data to the server hosting the defined space.

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